

CLAIMS

What is claimed:

1 1. A method for determining certain personal characteristics and preferences of an
2 individual, comprising the steps of:
3 subjecting the individual to one or more personality tests and recording the results in a
4 database;
5 subjecting the individual to one or more application specific tests and recording
6 the results in said database;
7 subjecting the individual to one or more situational action response tests and recording
8 the results in said database;
9 scoring the results of said tests and classifying the test results based upon a predetermined
10 set of rules and storing the classified results in said database; and
11 comparing said classified results to a predetermined set of references to develop a set of
12 data representing preferences and other characteristics of the individual.

1 2. A method for determining certain personal characteristics and preferences of an
2 individual as recited in claim 1, and further comprising the step of:
3 using said set of data to provide compatible content, advice or personal introductions to
4 said individual.

1 3. A method for determining certain personal characteristics and preferences of an
2 individual as recited in claim 1 wherein said personality tests include the Keirsey Temperament
3 Sorter.

1 4. A method for determining certain personal characteristics and preferences of an
2 individual as recited in claim 1 wherein said application specific tests are selected from the group
3 consisting of personality tests, demographics tests, on-line and off-line behavioral response tests,
4 psychographic tests, and life style and quality of life tests.

1 5. A method for determining certain personal characteristics and preferences of an
2 individual as recited in claim 1 wherein said predetermined set of references include
3 characteristics selected from the group consisting of personality traits, skills, competencies,
4 attitudes, beliefs, behaviors, psychographic, demographic and resume items.

1 6. A method for determining certain personal characteristics and preferences of an
2 individual as recited in claim 1 wherein the format of each said test is selected from the group
3 consisting of text presentation, video presentation, audio presentation, photographic/image
4 presentation, and combinations thereof.

1 7. A system for enabling the online determination of certain personal characteristics and
2 preferences of an individual, comprising:

3 means for subjecting the individual to one or more personality tests and recording the
4 results in a database;

5 means for subjecting the individual to one or more application specific tests and
6 recording the results in said database;

7 means for subjecting the individual to one or more situational action response tests and
8 recording the results in said database;

9 means for scoring the results of said tests and classifying the test results based upon a
10 predetermined set of rules and storing the classified results in said database; and

11 means for comparing said classified results to a predetermined set of references to develop
12 a set of data representing preferences and other characteristics of the individual.

1 8. A system for enabling the online determination of certain personal characteristics and
2 preferences of an individual as recited in claim 7, and further comprising:

3 means for using said set of data to provide compatible content, advice or personal
4 introductions to said individual.

1 9. A system for enabling the online determination of certain personal characteristics and
2 preferences of an individual as recited in claim 7 wherein said personality tests include the
3 Keirsey Temperament Sorter.

